Radio/ WCSR: Cable

80. Radio

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Box 3054

WEDNESDAY, MAY 13, 1953.

WCSR To Install Underground Cable Line To Quadrangel

WCSR, the voice of Smith College, officially five years old last Jan. 6, is the student-owned and operated campus radio station, broadcasting to more than half of the college resident houses from its headquarters on Prospect St.

This fall, for the first time, students in the Quadrangle and other outlying campus houses will be able to tune in 600 on the dial and hear the voices of radio-minded classmates conducting quiz programs, reviewing plays, and reporting on the latest record on the disc jockey turntable.

Plans were made this year to purchase and install an underground cable from the radio station to the Quadrangle area, thus putting the entire Smith student body within reach of the station. The cable will be installed this summer. The money for the project, which will cost almost $2,000, was raised by the students themselves.

Miss Janet White, a junior from New Haven, Conn., is the new general manager of the station.

Cable Is On Way WCSR Growing

Sept 6 1963

Better programs and better listening are promised by WCSR to the entire Smith campus. The installation of the new cable, which will carry the Smith radio station directly to every house, will be completed by the middle of October.

Work has been delayed by the fact that all power in the college had to be turned off before the electrician, Mr. A. D. King of Northampton, and the Kingsmen could begin. All that remains to be finished is the installation of the fuses which are on order from the middle west.

In response to many complaints that the station was reaching only a small part of Smith, WCSR campaigned last year for funds to install an underground cable to replace their aerial. The use of the aerial will cease as soon as the cable begins to operate.

The cable is attached to the one-hundred and ten electric lines which generate power to every house on campus. People in town and nearby will not be able to hear WCSR unless they are attached to these lines.

As a result of the added impetus provided by the increased reception, better programs are being planned by the station. An anonymous gift of two hundred and fifty dollars for records and equipment, not for paying bills, is now being put into use. This year WCSR plans to have the latest popular records as well as many more classical ones.

SMITH COLLEGE
NORTHAMPTON, MASS.

NEWS OFFICE
TEL: 2700, EXT. 229

Release at Will

Northampton, Mass. Oct. 1953...Broadcasts from the student owned and operated Smith College radio station, WCSR, will now be able to reach all parts of the Northampton campus. A newly-laid underground cable, attached to 110 Northampton electrical lines has been completed, and will allow students in distant corners of the sprawling campus to tune in 600 on the dial and hear the voices of radio-minded classmates conducting quiz programs, reviewing plays, announcing classical records, and commenting on the latest popular music.

The $2000 cost of the cable was raised by the students themselves, and Albert D. King, radio engineer of Northampton, Mass., directed the installation of the cable. The innovation was prompted by growing complaints from Smith College students that they could not tune into their own station.

It was on January 6, 1949, that Smith College heard the voice of WCSR for the first time. A little more than a year later, during March 1950, the student operated radio station, together with similiar organizations at Amherst College and the University of Massachusetts blazed a trail in student broadcasting with the formal opening of the Pioneer Broadcasting System, the first intercollegiate network in the United States. Most schools have independent stations and occasionally exchange programs with neighboring colleges, where as these three independent stations are connected by telephone wires. A United Press teletype at Amherst College also supplies hourly news to the Smith station.

A gold stamped certificate at WCSR headquarters asserts that the purpose of the joint network, which has 9,000 potential listeners on the three campuses, is the furthering of educational radio. Interpreting the word "educational" in its broadest sense, PBS was formed to provide a greater diversity of shows and talent, and to lessen the burden of programming by each independent station.

It is hoped that the installation of the new cable will be the starting point for a program of expansion for the Smith radio station. An anonymous gift of

(MORE)

$250 for the purchase of additional equipment and records has provided a new two hour music show which will be heard each weekday afternoon.

Currently WCSR has one national sponsor. The time that would normally be taken up by commercials is used instead to publicize campus activities. Although Northampton residents could previously tune into WCSR, the cable which replaces the old aerial will confine WCSR listeners completely to the Smith campus.

Student officers of WCSR are: station manager, Miss Janet White, senior, New Haven, Conn: production director, Miss Kathleen Herty, senior, Hellertown, Penn.; technical director, Miss Camilla Davis, junior, Mt. Kisco, New York; executive secretary, Miss Almeria Thompson, junior, Houston, Texas; and advertising manager, Miss Dorothy Coffman, junior, Holyoke, Mass.

WCSR broadcasts Monday through Friday from 8 to 9 a.m., 2 to 6 p.m., and 7 to 10:45 p.m., and on Sunday from 9 a.m. to 1 p.m., 4 to 6 p.m., and 7 to 10:45 p.m. There are no Saturday broadcasts.

With the exception of additional programs and features that are planned to be made available, WCSX will be heard each weekday afternoon.

Currently WCSX has one national sponsor. The time has not yet arrived to take up by competition in open letters to prospective sponsors additional. Advertisers wanting only specifications since late WCSX, has been making contacts the air. Results—WCSX reports WCSX has known competition on the South Shore.

Business affairs of WCSX are solution in hands. Area about 5 miles, master, Ken Jones, Chief production director, Miss Marjorie Davis, manager Qualitone, Miss Veronica Director, Miss Gwendolyn Davis, Quincy. Mr. Kirkpatrick, New York representative, Miss Alberta Thompson, Boston, Chicago, Detroit and Wrenfield representative, Miss Dorothy Cochran, Boston, Toronto, Canada.

WCSX broadcasts 24 hours daily, Monday through Friday from 6 to 9 a.m., 3 to 6 p.m., and 7 to 10:30 p.m., and on Sunday from 8 a.m. to 9 p.m., 1 to 6 p.m., and 7 to 10:30 p.m. There are no Saturday broadcasts.

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